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McCONNELL'S 1918 PLANT CATALOGUE

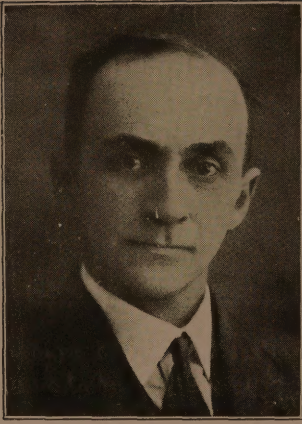


"PREMIER"

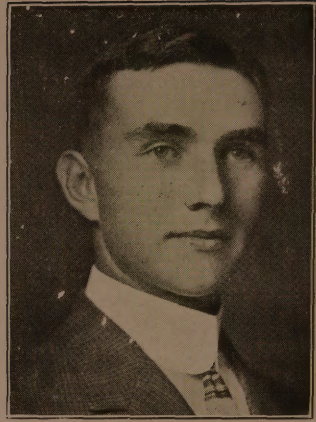
H. L. McCONNELL & SON

"The Lake View Fruit Farm"

PORT BURWELL, - - - - - ONTARIO



H. L. McConnell



S. D. McConnell

Something You Ought to Know

We wish to impress upon the readers of this, our 1918 Plant Catalogue, that we are not amateurs in the plant business. The senior member of the firm has been intimately connected with the work for over 30 years and the junior member was born and raised on the farm and has made a study of fruit and plant raising from childhood.

We have been actively engaged in the Nursery and Small Fruit Plant business for over 20 years and our business has grown to such proportions that it is to-day the largest Small Fruit Plant establishment in Canada. We import each year from the United States the leading varieties and test them under our own climatic conditions. Those that fail we discontinue and list only those varieties which show the qualities of being adapted to our country. Situated as we are in the southern part of Ontario, on the north shore of Lake Erie, we are in a position to properly test out new varieties, and produce plants to a state of perfection that will be satisfactory to our customers.

It is our endeavor to send out only first class goods and to so satisfy our customers that they will favor us with their continued patronage. Satisfied customers and repeated orders are the essential features to make a reliable and flourishing business. Give us your orders and we will endeavor to do our part to give you satisfaction.



This is where McConnell's Plants, Seed Potatoes, etc., are grown. Orchards in bloom. Lake Erie lies just beyond the clumps of trees in the background.

Port Burwell, Ont., January 1, 1918

To our friends and Patrons:—

Once more we wish to thank you for your generous patronage during the past and previous years and for the many kind words and testimonials you have given us. We consider the good will and friendship of our customers our most valuable business asset, and shall continue as in the past to cultivate that spirit of mutual confidence and mutual interest that alone can insure permanent success in this or any other line of business.

We are again offering, besides the standard and newer tested varieties of berries, a number of new kinds, not previously grown in Canada. To these we give the description of the introducer or experimentalist, together with our own last seasons experience. The others we describe as they have behaved with us for from two to thirty years, and where a variety has failed with us we say so. Thus our descriptions may in a general way be relied upon, but each grower must do some experimenting on his own account to learn the relative value of the different kinds under his own conditions.

The quality of our stock for the coming spring is fully up to the standard of any previous year, although owing to the unfavorable character of the first part of the season, a few kinds are short in quantity. We therefore advise our customers to place their orders as early as possible to insure getting a full selection.

We are adding a full line of **Fruit and Ornamental Trees, Shrubs, Vines, Roses, etc.**, which we are prepared to supply at most reasonable prices.

Again thanking our many friends for their patronage in the past and trusting that we may be favored with your further orders, we are,

Sincerely yours,

H. L. McCONNELL & SON

Instructions to Purchasers

WHEN TO ORDER—Orders should be sent in as early as possible. It is better for you as well as the nurseryman.

HOW TO ORDER—Kindly use order sheet which you will find in the back of this catalogue, carefully filling out name, post office, express office (if ordered by express), shipping instructions, etc.

REMITTANCE—Remit by money order, registered letter, post office order or bank draft. Postage stamps will be accepted for the fractional part of a dollar.

SHIPPING—We deliver goods to forwarders here without charge, after which our control ceases. Berry plants should always be shipped by express, or small lots by mail, transportation charges to be paid by purchaser. **We forward by Canadian, Dominion or American Express Co.'s.**

EXPRESS RATES—All express companies carry berry plants and potatoes at twenty per cent. less than the regular merchandise rate.

MAILING—If you desire plants sent by mail, look up parcel post rate and estimated weight of plants on page 36.

LABELLING—All plants are tied in bunches of 25, good count, and each bunch labelled, except in large lots of one variety. In case of cause for complaints regarding short count or improper grading, we request customers to notify us, giving number of counter, which is enclosed in each bunch. No complaint will be entertained where number is not given.

CLAIMS—Claims, if any, must be made on receipt of goods. We cannot be held responsible for stock that is allowed to lie around your station or express office, for neglect of purchaser or his employees to care for stock after receipt, or for misfortunes caused by droughts, floods, frost, insects, etc. These things are entirely beyond our control.

PACKING—We pack all plants in light crates or baskets free of charge, in damp spagnum moss. This moss is very light for shipping and keeps plants in the best possible condition. Mail parcels wrapped in moisture proof paper with plenty of moss.

TRUE TO NAME—While we use every precaution to have plants, etc., true to name, we will not be responsible for any sum greater than the cost of stock, should any prove otherwise than as represented.

SUBSTITUTION—Should the supply of any variety become exhausted, as sometimes happens late in the season, it is our custom to substitute a similar or better variety at the same price. When it is desired that we shall not do this, simply write "No Substitution" on the order.

TIME FOR SHIPMENT—We commence to fill orders the latter part of March or first of April, and continue through April and May. After June 1st we do not fill any orders till October 1st. Don't order plants during the summer months expecting them to be forwarded before October 1st—we can't do it.

EARLIER SHIPMENT—We would suggest to those of our customers who do not wish to plant before May 1st, that they ask us to make shipment some time before they expect to be ready to plant, and when the plants arrive, heel them in according to directions on page 3. The majority of our customers order their plants forwarded May 1st. Consequently many hundreds of orders are piled up for that day, that take several days to get out, and all this time new orders are coming in. This means that some one does not get his plants when he wants them, while it would be better for all concerned to have them heeled in two weeks before.

CERTIFICATE OF INSPECTION—A certificate of inspection goes with each order of Raspberry or other small fruit bushes going out of the Province or to the United States.

TERMS—Our general terms are cash with order or before shipment. We will however, on orders of \$10.00 and over, accept on-third cash with order, balance C. O. D. In dealing with experimental stations and other public institutions, we conform to their formalities in doing business.

REFERENCES—Royal Bank of Canada, Aylmer; Sterling Bank of Canada, Port Burwell; or any merchant, express agent or post master in either Port Burwell or Aylmer.

ONTARIO GOVERNMENT CERTIFICATE OF INSPECTION

No. 25.

This is to certify that the nursery of H. L. McConnell & Son, at Port Burwell, Ontario, Canada, has been inspected between June 15th and September, 15th, 1917, under the provisions of the Fruit Pest Act, and has been found free from disease. This certificate expires June 15th, 1918.

Department of Agriculture,
Toronto, Ont.

(Signed) L. CÆSAR,
Provincial Entomologist

Arrived Safely

The Strawberry plants you sent me arrived safely, for which pray accept my thanks.

Yours truly,

Senator A. Boyer, Montreal, Que., May 26, 1917

Strawberry Culture

Beginners in this business seem so eager to learn, and so grateful for help, that in deference to their needs we devote a small space to the above subject. The most of this matter is taken from former catalogues.

PREPARATION OF THE SOIL AND FERTILIZERS

The ground should be thoroughly pulverized by plowing and harrowing. A small bed may be prepared by spading and raking. The soil should be made rich and this may be accomplished by the use of barnyard or commercial fertilizer, according to convenience. The former, if fresh, should be spread over the ground in the winter and allowed to leach. If it contains much litter this should be raked off before plowing. Old and well decomposed manure should be applied after plowing and before harrowing, so that it may be well worked into the soil, and still remain near the surface. Commercial fertilizer may be used by strewing it around the plants after they become well established, say two or three weeks after setting. It must not be allowed to touch the foliage. A moderate handful to each plant is sufficient.

TIME TO PLANT

Spring is the best time to plant strawberries, and the earlier the better. Before growth commences the plants are ripe and tough and it does them very little harm to be transplanted, but after they have put out young tender leaves and roots the change affects them more seriously, especially if the weather comes hot and dry soon after.

PLANTING

When ready to set plants, if they have not already been trimmed, take off all the old leaves and runners, and shorten the roots to three inches. Place them in a pail containing about two inches of water, and take them out one by one. Do not allow the roots to be exposed to the air. Set them as deep as they grew before and no deeper. In other words, take special care not to cover the crowns. The roots should be spread out in fan shape, and the earth pressed firmly about them. In due time blossoms will appear, and these should be promptly cut off. Others may come later, and these should also be removed.

HEELING IN

It sometimes happens that plants ordered from a distance arrive at a time when it is not convenient to set them at once. Prepare a bed three or four feet wide and set the plants in rows across it, placing them an inch or two apart in the rows, and making the rows four or five inches apart. Shorten the roots of the plants to three inches, and put them in water before setting. Begin at one end of the bed and work backwards. You will tramp on the prepared bed behind you as you work, but the soil can be easily loosened up again. When done scatter a little straw over the bed and the plants will be safe for a month—until they have made a good growth of white roots. When wanted for planting, they should be well watered the night before. They can then be carried to the field with some of the soil adhering. If they bloom in the temporary bed the blossoms should be nipped off.

CULTIVATION

From the time the plants are set until the fall the ground should be stirred often, to conserve the moisture and destroy the weeds. If deep cultivation is practised it should cease early in the fall, as at that time the plants send out new roots near the surface, which should not be disturbed. The weeds that appear after cultivation is discontinued, will be killed by frost a little later on.

WINTER PROTECTION

In Canada Strawberries need some protection in the winter by a light covering say two or three inches of straw, leaves or any other litter that will shade the ground and hold the snow. This should be put on late in the fall, and removed from over the plants about the time they start to grow in the spring. It may be left between them and in the paths, as a mulch. The main want of the strawberry at fruiting time is water, and this is an excellent mode of keeping the ground moist. It also keeps the fruit clean.

METHODS OF CULTURE

There are three popular methods of growing strawberries—the matted row, the hedge row and hill culture. By the first the runners are allowed to grow without restriction: by the second each plant is permitted to set a limited number of new ones, and beyond these the runners are kept cut; by the third the runners are cut from the beginning, and never allowed to grow more than a few inches in length. The first costs the least work, and as a rule yields the most quarts of berries to a given space, but they are not the largest. The second involves more labor and produces larger fruit, but not quite as much to the acre. The third requires the most attention and gives the finest berries in return.

DISTANCES IN PLANTING

Distances in planting vary according to the method of cultivation adopted, and the nature of the varieties used. As a general rule the rows may be three and one-half feet apart. For the matted row, ordinary kinds may be set two feet apart in the row, and fast runners like Sen. Dunlap, three. If the plants are to be grown in hedge rows or by hill culture, a foot and a half is about right.

SIZE OF PLANTS

Some varieties make very large plants, others medium, and still others small. Comparing Glen Mary and Warfield, the plants of the latter might seem to an inexperienced buyer so small as to be worthless, but they are small by nature, not culs. They are tough and hardy, and will make many runners and bear large crops.

PERFECT AND IMPERFECT BLOSSOMS

Strawberry plants are divided into two general classes called perfect and imperfect, or staminate and pistillate. The perfect or staminate varieties have stamens, produce pollen, and fertilize not only their own blooms, but those of the other class. The imperfect or pistillate sorts, as a rule, have no stamens and produce no pollen, hence their blooms must be fertilized by staminate. However, as a matter of fact, many of the so-called imperfect varieties have a few stamens and are able to pollinize themselves to some extent but not sufficiently to produce a full crop. In planting imperfect or pistillate kinds, every third, fourth or fifth row should be set with some perfect or staminate variety. In our catalogue we mark the perfect sorts (P), and the imperfect (I).



PERFECT BLOSSOM.



IMPERFECT BLOSSOM.

The above illustration shows you the two kinds of blossoms. Read the paragraph on this page under heading "**Perfect and Imperfect Blossoms.**"

STRAWBERRIES ON THE FARM

For farmers who have neither time nor inclination to what seems to them like "puttering," there is an easy way to have an abundant supply of strawberries for family use. This can be done by leaving a few square rods in some corn field, and setting this space to strawberry plants in rows continuous with those of the farm crop. In this way all will be cultivated and hoed together, and the strawberry corner is likely to prove the most satisfactory portion of the field—perhaps the most profitable as well. True, there will be a break in the field the next year which will be somewhat inconvenient, but it will pay to work around it.

WHAT TO PLANT

This is an important question, especially to beginners and sometimes a very puzzling one. To such we would say that if you are setting a bed for home use you will make no mistake in planting Senator Dunlap or Glen Mary with Orem or Stevens Late to lengthen the season. If you intend to grow berries for sale, make yourself familiar with the demands of your market. Will it require fine fruit at

good prices or an ordinary grade that can be sold cheaper? Are the dark or lighter berries in favor? Is your market distant or near? If the former you need good shippers, if the latter you can use the more delicate varieties. When you have decided as to requirements, choose a few kinds that by their descriptions seem suitable, and begin by planting a small area. This will give you an opportunity to observe these varieties and see which succeed best with you. There is room in nearly every country community for at least one grower to sell a large crop of berries at his own place. Let him plant varieties that are handsome in appearance and rich in flavor, and give notice that he will sell at a certain moderate price throughout the season. Purchasers will come from all directions, and count themselves fortunate in being able to obtain fresh berries whenever they want them. The supply creates the demand.

NUMBER OF PLANTS REQUIRED TO PLANT AN ACRE

Distance between rows	Distance between plants	No. Plants for one acre
36 inches.....	12 inches.....	14 520
36 ".....	18 ".....	9,680
36 ".....	24 ".....	7,270
42 ".....	12 ".....	12,466
42 ".....	18 ".....	8,297
42 ".....	24 ".....	6,223
48 ".....	12 ".....	10,890
48 ".....	18 ".....	7,260
48 ".....	24 ".....	5,445

Strawberries

Our object is to describe each variety as it succeeds with us, in connection with reports of other growers, Experimental Stations, etc. It should always be understood that no one variety is best in every locality and under all conditions, and each grower should do a little experimenting on his own account to find out which is the best for him to grow.

(P) denotes Perfect or Staminate blossoms. (I) denotes Imperfect or Pistillate blossoms. Kinds marked (I) should be planted near those marked (P) to insure fruitfulness.

✓ **Arnout (P)** — One of the best sorts and rapidly growing in popularity. Many growers are enthusiastic over it. Makes plenty of plants which are a wonder for health, vigor and productiveness. Fruit large, somewhat resembling Glen Mary, but smoother and more shapely. Midseason to late.

✓ **Abundance (P)** — This berry of the new "Fig Type," class did well with us the past season, and we think it well worthy of being thoroughly tested out. The fruit is of good size and appearance, and fine quality. Medium early.

✓ **Amanda (P)** — We have fruited this new sort only on newly set plants and the fruit was extra large and



Arnout is sure to please.

fine. The plant is large and vigorous. This is claimed to be the largest of all strawberries and we think it may be true.

✓ **Americus (P)**—See Everbearing Strawberries, page 14.

✓ **Big Joe (P)**—Big in every respect and those who fail to plant it make a big mistake. A late variety of great value.

✓ **Black Beauty (I)**—Wonderful things are claimed for this new "Fig Type" berry, and its behavior with us the past season seems to justify them. Plant vigorous and healthy: fruit of good size, very smooth and even, dark red to centre, and so firm, sweet and rich that it will remain on the plant in good condition for several days after it is ripe. Midseason.

✓ **Brandywine (P)**—The standard of quality for canning. Berries are large, firm, very dark color, high flavor and sufficiently acid. Those who have never tried Brandywine after being canned, do not know how canned strawberries should taste. Plants healthy, vigorous and productive. Late.

✓ **Chesapeake (P)**—One of the fanciest of all fancy berries; just the one for the gentleman gardener. Makes a model plant and every berry is a model of the highest quality. Late.



✓ **Chesapeake**—Nothing more fancy.

✓ **Cardinal (I)**—There is an increasing demand for this splendid variety, which proves its growing popularity. On deep, rich soil it produces great crops of perfectly formed, dark red, firm berries, that are highly esteemed either for dessert or canning. Rather late.

✓ **Charles I (P)**—This new, extra early

The best time to place your order is as soon as possible after you receive this Catalogue.

berry came from Michigan and made a wonderful showing the past season in plant growth, and the few berries which we allowed to mature on new set plants were large, handsome and of fine quality. Claimed to be a week earlier than Michels Early and to yield a greater quantity of large, handsome berries than any other early variety. Very promising. Don't fail to give it a trial.



Charles I—A new one you should certainly try.

✓ **Dr. Burrill (P)**—This is certainly one of the best of all recent introductions, and will surely replace many of our standard kinds. Originated by Dr. Reasoner, of Illinois, (the originator of Sen. Dunlap) from crossing Sen. Dunlap and Crescent. Makes as many plants as Dunlap, berries larger, as good or better quality and produced in even greater abundance. This berry is a marvel. Don't miss it. Early.

✓ **Early Giant (P)**—We esteem this berry more highly each time we fruit it. It makes an abundance of hardy, healthy plants, which are very productive of large, firm berries of good color and quality. Extra early.

✓ **Early Jersey Giant (P)**—Introduced by Dr. Van Fleet, of New Jersey, and is a strictly fancy extra early. Fruit large, of most beautiful form and color and delightful quality, emitting a delicious perfume. Makes a fine productive plant. Better for garden than field culture.

✓ **Early Ozark (P)**—Very highly esteemed as an early sort, because of its vigorous, healthy growth, earliness, productiveness and market qualities. Has become the standard early berry with

many growers. Extra early.

✓ **Early Woodrow (P)**—We were greatly pleased with the showing of this new sort the past season. The plant growth is all that could be desired and produces an abundant crop of good sized, high colored, firm, smooth berries of an attractive wedge shape. Give it a trial. Early.

✓ **First Quality (P)**—A very desirable variety, especially for the home garden. A vigorous grower and bears great crops of long, tapered berries, very attractive in appearance and of first class quality. Early.

✓ **Forward & Francis**—See everbearing strawberries, page 14.

✓ **Francis E. Willard (P)**—We fruited this splendid new sort the past season and were more than pleased with it. Makes a magnificent stand of plants and a corresponding crop of large, beautifully formed, glossy red berries of finest quality. This variety is sure to take a leading place. Midseason.

✓ **Glen Mary (P)**—This old favorite continues to grow in popularity each year, and so great is the demand for plants that we are always sold out before the close of the season. Medium early.



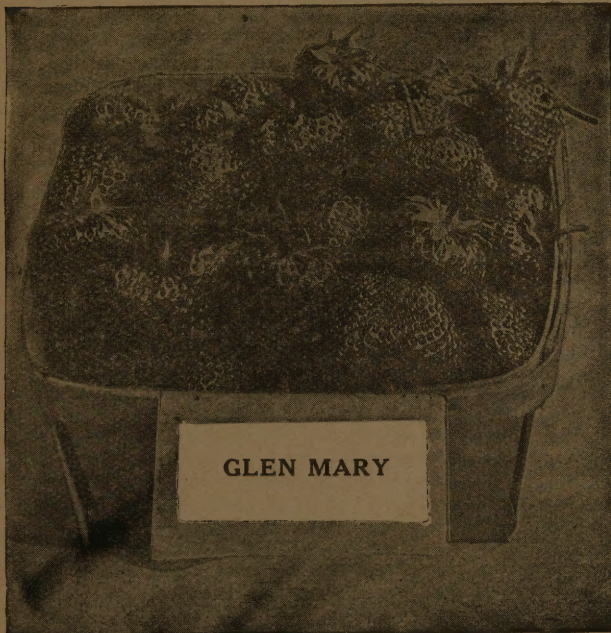
Early Ozark—A standard early sort.

✓ **Gold Dollar (P)**—Short of stock for next Spring.

✓ **Golden Gate (P)**—A most valuable variety on any but light sandy soils. Makes an abundance of strong, healthy plants and its large, glossy, dark red, firm berries are produced in great abundance. Medium to late.

✓ **Gold Mine (P)**—A new midseason variety from the "Sunny South," and gives promise of being a great success. Judging from the beautiful plant growth and the big, handsome fruit on new set plants it is destined to become a very popular variety. The introducer says, "It will yield 400 crates to the acre."

✓ **Grand Marie (P)**—A very fine berry of the new "Fig Type" which promises to become very popular. Berries large, firm, of fine appearance and extra quality. Try it.



To our Customers

If you will send us a good picture of your berry patch, or anything of interest to us, we will forward you a nice present of plants.

To retain a customer he must be satisfied. Repeat orders spell our success.

Glen Mary is a general favorite.

— GRAND PRIZE (P)—Another year's experience with this wonderful berry only tends to confirm our belief that this is the greatest "**Prize**" ever offered to strawberry growers.

We introduced this chance seedling in the spring of 1915, believing it was destined to be a winner and the unsolicited testimonials that have come to us from different parts of the country convince us that we were far too modest in our claims. In conversation last winter

varieties, but **Grand Prize** has them all beat... They are without doubt the finest lot of plants I have ever seen."

In fruiting habit it is simply perfect. Each plant sends up several stout fruit stems, which carry their great load of berries clear of the ground and at the same time protected from the direct rays of the sun by the heavy, glossy foliage, which has never shown a trace of disease.

The fruit, which is produced in unbe-



GRAND PRIZE— A leader among strawberries. If you want the best, order some of these.

with a customer in a distant part of Ontario, who was growing "**Grand Prize**", we told him that if we should say one half as much in its praise as he had said that people would think us extravagant. His reply was, "**It beats the world... I kept on picking and picking and wondered where all the berries came from and such berries I never saw before.**" Another customer writes, "**I have several**

lievable quantities is large to very large, colors all over at once, very regular in form, dark red clear through and on account of its firm, meaty quality, is unsurpassed for canning. Its fruiting season is from medium early until the latest. We are certain that the introduction of "**Grand Prize**" marks a new era in strawberry culture. Start growing the "**Grand Prize**" and get in on the ground floor.

You will never regret it if you order "Grand Prize**."**

✓ **Haverland (I)**—This variety has been popular for a generation and is still in great demand. It needs no better recommendation. Midseason.

✓ **Heritage (P)**—A new sort from Maryland. Somewhat resembles Hundred Dollar, but of darker color, higher flavor and slightly more acid. A strictly fancy variety, and destined to become very popular. Midseason.

✓ **Helen Davis (P)**—One of the most popular of recent introductions. Plant a great grower and enormously productive. Berries of good size and quality, attractive in form and color, but flesh a trifle pale. Midseason.

✓ **Hundred Dollar (P)**—This is the very large, sweet berry so much esteemed for dessert and known by a score of different names, such as Auto, Hummer, Uncle Jim, New York, Corsican, Pineapple, etc. The demand for plants of this variety always exceeds the supply. Early.



Hundred Dollar is fine for dessert

✓ **Hub (P)**—We fruited this berry the past season and were greatly pleased with it. Plant, a strong, healthy grower and the fruit large, handsome and of fine quality. Midseason.

✓ **Hustler (P)**—Another new sort which made a good showing the past season, and seems to bear out the great claims made for it. We consider it well worthy of a trial by all. Quite early.

✓ **Jacunda (P)**—This berry with us the past season failed to live up to its great reputation. The fruit was of fine appearance and quality, but the plant seemed to lack constitutional vigor. We are however giving it further trial.

King Edward (P)—We think more highly of this splendid berry each season. Makes an abundance of strong, healthy plants and the great crop of high quality, dark, glossy red, firm berries, should satisfy any grower. Midseason.

✓ **La Bon (P)**—The "Alfalfa Rooted Strawberry". This berry practically defies drought, because in dry loose soil its roots penetrate to a depth of 3 to 4 feet. This quality was not necessary with us the past season, but the fruit was very fine and the plant certainly all that could be desired. Try it.

✓ **Late Jersey Giant (P)**—This is strictly a variety for the gentleman's garden. Makes a limited number of model plants and the fruit is a wonder for size, beauty of form and color, as well as for its high quality. Very late.

✓ **Lady Corneille (P)**—A comparatively new variety from the South, which is proving of great value for this country. Makes a beautiful stand of fine, healthy plants and the berries are large, beautifully formed, dark red, firm and of fine quality. Medium early.

✓ **Magic Gem (P)**—This new variety from Idaho promises to become a leader. The plant is a marvel of strength and vigor, with an immense spread of foliage. The berries are large, very regular and of beautiful form, dark glossy red with yellow seeds. Very productive. Medium late.

✓ **McAlpine (P)**—Each year we are more deeply impressed with the valuable qualities of this splendid variety. It is one of the greatest plant makers we have and needs to be thinned for best results. The berries are large and very even in size: of a beautiful scarlet color and always command the highest price on the market. Its great firmness enables it to stand long distance shipment better than most kinds. Succeeds on all soils. Midseason to late.

✓ **New Discovery (P)**—A new introduction from New York State. Claimed to surpass Senator Dunlap in vigor of plant, productiveness, size, firmness and

Good Quality

Received plants in good order and they appeared to be of good quality. I am,

Yours truly,

M. McGillivray, Listowel, Ont., May 21, 1917

quality of fruit, which is dark red clear through. Give it a trial.

Ohio Boy (P)—This is a variety well fitted to take the place of Crescent, being firmer, of better size and color, equally productive, and possessing the ability to produce a crop under most adverse conditions. Rather late.



The Ohio Boy is a good one.

Onward—See Everbearing Strawberries page 14.

Orem (P)—A very large, late berry of splendid quality and great productiveness. Makes plenty of strong, healthy plants. One of the very late kinds.



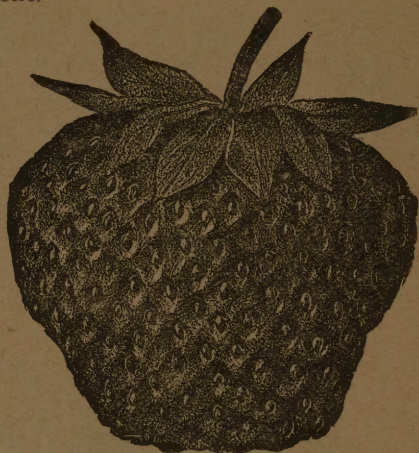
Orem is becoming very popular.

Paul Jones (P)—A new variety of great value, being a cross of Brandywine and Haverland, both of which it resembles. It has the quality of the former with the productiveness of the latter,

but larger and more attractive than either. Midseason.

Peerless (P)—See Everbearing Strawberries page 15.

Parsons Beauty (P)—One of the most popular of the standard midseason varieties, being an excellent plant maker and yielding an abundant crop of large, perfectly formed, rich red berries. First class either for dessert or canning, and firm enough for any long distance shipment.



Parson's Beauty is one of the best.

Pocomoke (P)—Immensely popular. Somewhat similar to Parsons and the same description will apply to both. One of the best.

Premier (P)—Undoubtedly the leading extra early berry. In plant growth, size, color, appearance and quantity of fruit it stands pre-eminent in its class. Order early as the supply of plants will likely to be exhausted long before the close of the season. See Illustration on front cover page.

President (I)—One of the best pistillate sorts and a great favorite with us. Makes a magnificent plant growth and produces immense crops of perfectly formed, deep red berries. Most desirable for nearby markets, being scarcely firm enough for long distance shipments. Medium late.

Progressive—See Everbearing Strawberries page 14.

Prize (Kellogg's) (I)—A late pistillate sort that has proved itself worthy of general cultivation. A strong, vigorous growing, deep rooted plant and heavy bearer of large, firm, crimson berries of very attractive appearance and good quality. Very popular. Late.



The Pearl will surprise you.

✓ **Pearl (P)**—We fruited this new berry from Indiana, the past season and it proved a great surprise to us. The magnificent plant growth promised great things, but its tremendous load of very large, round, shining red berries, looking as though they had all been cast in the same mould, was a revelation. This will certainly be a leader in its class. Very late.

✓ **Richmond Beauty (P)**—Does not succeed well with us.

✓ **Royal Sovereign (P)**—The great fancy strawberry of the British Isles. With us it makes an ample stand of beautiful healthy plants which are productive of large, shining berries of great beauty and superior quality. Try a few.

✓ **Rewastico (P)**—Another season only tends to confirm our high opinion of this great berry from Maryland. It is remarkable for the health and vigor of its plant growth and its rich, dark green foliage, affording ample protection for its immense crop of large, perfect, deep red, firm berries of high quality. Do not miss this one. Midseason to late.

✓ **Saratoga (P)**—Without being boomed this grand berry has won its way on its own merits and is to-day considered one of the most reliable kinds. It always comes to the front with a great crop of perfect fruit, first class alike for dessert, canning or market. Midseason.

✓ **Superb**—See *Everbearing Strawberries* page 15.

✓ **Sons Prolific (P)**—Fails with us. Not enough foliage to mature its fruit.



Rewastico—Immensely productive, uniformly large size, fine shipper.

Sample (I)—This is probably the most popular pistillate sort, the demand for plants always exceeding the supply. One of the best for market. Midseason.



Sample—Very popular.

Senator Dunlap (P)—So well and favorably known as to need no description. East, West, North and South it takes a leading place. We have a large stock of plants and hope to be able to supply all demands. Early midseason.



Senator Dunlap is very popular with commercial growers.

Stevens Late (P)—A standard late variety that has attained great popularity. In hardiness and vigor of plant growth it is unexcelled and the bright red, firm berries ship well and bring top prices on any market. Very late.

Three W's (P)—A model both in plant growth and fruit. The large glossy, deep red, firm, perfectly formed berries have remarkable keeping and shipping qualities and are produced in great quantities. Midseason.

Todd's Late (I)—We fruited this new Delaware berry the past season and were greatly pleased with it. An extra good plant maker and bears an abundant crop of large perfectly formed, glossy red, firm berries of fine quality. Very promising.

Warren (P)—A large, late, fancy berry resembling Chesapeake, and more productive. A great berry for garden culture.

Wm. Belt (P)—The popular old garden berry, long the standard of quality. Too well known to need further description. Our stock of this grand old berry is first class and pure.

York (P)—A new Pennsylvania variety which promises to become very popular, especially for the home garden, because of the delicious flavor and extra quality of the long pointed berries. The plant growth is vigorous and healthy, with luxuriant dark green foliage. Try a few, you will like it.

Get up a Club Order among your neighbors for \$25.00 or more and receive the discount.



Stevens Late is a good berry.

Be sure to include some "Grand Prize" in your order.



Williams Improved—The old standby.

Williams Improved (P) — Volumes could be written about this great old Canadian berry, and the fortunes it has made for growers during the last quart-

er of a century, and still it holds the leading place and each season the demand for our Improved Williams exceeds that for any other variety. Mid-season to late.

No one can make any mistake by planting Williams Improved.



The above illustration pictures the proper method to set a plant. The first plan is set too **shallow**, second too **deep**, third shows **careless** planting, and the last the **proper method**.

Don't Miss This One. You Will Want Some Grand Prize if you Read it. They are Remarkably Productive Also.

I am very much pleased to say that the Grand Prize are without a doubt the finest lot of plants I have ever seen. They are all big, strong healthy plants. I have several different varieties, but the Grand Prize has them all beat for plant growth. Thanking you, I am

Yours truly,

J. W. Ackerman, Delhi, Ont., November, 22 1917

Fall or Everbearing Strawberries

Each years experience with these marvelous individuals of the Strawberry family only increases our estimate of their value, and the insatiable demand for plants proves the favor which they are meeting throughout the country.

As people realize that delicious strawberries may be had each day from early June till hard freezing in the Fall, they desire a variety that will give them this result. As the season advances the quality improves and the firmest, sweetest and best flavored berries of the season are those that mature in late summer and early fall. The quality of fruit produced by well cared for plants the first season is astonishing and the second season almost incredible. In our families we have a dish of strawberries for supper each day throughout the season.

Newly set plants should have the bloom buds cut until the last of July by which time they should be well established and have a goodly number of new plants, after which they may be allowed to mature their fruit, which will be produced in abundance until the ground freezes. The following season, if allowed to do so they bear an enormous crop in June and continue throughout the season. If, however, the blossoms are cut during June, or until about three weeks before you wish ripe berries, the crop during the rest of the season will be much heavier. Have the ground rich and keep free from weeds and the surface well stirred between and around the plants to conserve the moisture and you will be delighted with Everbearing Strawberries.

Near good markets these Everbearing Strawberries offer great possibilities as a commercial proposition. Such berries as Progressive and Superb will bring top prices in competition with the standard kinds, but after others are done these bring fancy prices, especially during August and September, when they produce their heaviest yield. **Order early as we never have enough plants to last to the close of the season.**

Americus (P)—The oldest real valuable Everbearing variety and one of the very best quality berries grown. It is also one of the very earliest to ripen. Quite productive of medium sized, perfect, dark red, berries. Should be planted on rich soil containing a portion of clay.

Forward and Onward (P)—Both these new varieties resemble Superb very closely, but are not as vigorous growers with us.

Francis (P)—The fanciest berry of all, but the plant required so much petting that it cannot become popular. Given the extra care necessary it is magnificent.

PROGRESSIVE (P)—This is one of the most popular of the Everbearing kinds. Nearly equal to Americus in quality but larger and very productive and a splendid plant maker. Being a cross of Senator Dunlap it resembles it in plant growth and appearance, but the berries are firmer and even better quality. Don't fail to plant some of the Progressive. From one hundred to one hundred and fifty blossoms, green berries and

ripe berries are often found at a time on a single plant. See illustration on this page.



Progressive—Every one should have some of these in their strawberry bed.

He Found McConnell's plants O. K. The size of order makes no difference.

The 15,000 Glen Mary Strawberry plants arrived all O. K. Thanking you, I am.

Yours truly, Walter H. Watson, Clarksons, Ont., April 29, 1917

Imagine having Progressive or Superb Strawberries to eat in September or October.

✓ **Peerless (P)**—A new variety introduced by Samuel Cooper, of New York state, who has also introduced the Superb. Mr. Cooper says, "Peerless is better than Superb, being a more vigorous grower, more productive, fruit somewhat larger in size, and fully equal in quality." If Peerless proves better than Superb it is a wonder and from its showing with us last summer, we judge Mr. Cooper's claim might be true. The plants sold last year at \$25.00 per 100.

ence in soil, location, etc., makes a difference. The berries are very large, nearly round, bright scarlet color, shining as though varnished and of good quality. It makes plenty of strong, healthy, vigorous plants and with bright green foliage. We doubt if there is a variety in cultivation that will yield as much fruit during the season as Superb. Undoubtedly the best for market of all the Everbearing kinds, on account of the large size and beauty of its fruit.



✓ **Superb has become immensely popular.**

SUPERB (P)—With us this is the largest, handsomest and most productive of all, although some growers claim that the Progressive does equally as well with them, but of course the differ-

The Superb is well adapted for hill culture, but equally well for the matted row system. Be sure to include either Superb or Progressive in your order.

If in Doubt Where to Order, read These Letters.

The strawberry plants and cherry trees arrived at the farm in the very best of condition and I am indeed pleased with the appearance of the plants and trees. The 425 Apple Trees you shipped by freight have not as yet arrived. Thanking you for past favors, I am,

Yours very truly,

April 28, 1917

Apple trees arrived very shortly after strawberry plants. I must say in due justice that I was more than pleased with the nursery stock received from you. The strawberry Plants had root systems that are seldom seen and I believe that every tree is living at present. Thanking you for your satisfactory treatment, I am,

Yours very truly,

June 5, 1917

J. W. Noble, District Representative of Essex County, Essex, Ont.

Some More About the Grand Prize

Your plants arrived all O. K., and in good shape and good plants. Kindly book my order for 100 Grand Prize to be shipped in October.

Yours truly,

A. A. Rolph, Orono, Ont., May 4, 1917

Raspberries

Next to Strawberries, Raspberries are the most important, as well as the most profitable of all our small fruits and easily outrank all other bush fruits.

Raspberries are divided into three general classes, viz: Reds, Blacks and Purples; the latter being evidently a cross between the first two classes, and partaking the characteristics of both, although the best of them resemble the Blacks in habit of growth, and like them propagate from tips. In addition each class has its albinos, or white varieties, only a few of which are valuable.

The red varieties are more generally grown than the others on account of their easy propagation, and also the fact that they give fair returns under neglect and even when allowed to run wild.

The blacks are very profitable where they succeed. They are easily controlled owing to the fact that they do not sucker. They cost only half as much to pick as reds, hold up better in shipping and usually bring a much higher price on the market. They do best on rather heavy soil, even a hard clay if well drained and rich. Light soils are best set to reds.

The Purple sorts are rapidly coming to occupy the place they deserve. They are by far the most vigorous and productive of all Raspberries. The fruit is excellent for canning and especially so for jams and preserves, being of a richer flavor and color than the reds. The unreasonable prejudice that has existed against them because of their purple color is fast disappearing. Our canners and jam makers import great quantities of these berries from the United States, which could just as well be supplied by our own growers.

CULTURAL DIRECTIONS

Raspberries will succeed on any soil that will produce a good crop of corn. Land should be rich and well prepared. We set Reds 2 feet apart in rows 6 feet apart, Blacks 3 feet apart in rows seven feet apart and Purples $3\frac{1}{2}$ feet by 8 feet. To plant one acre at these distances it requires about 3,500 Red, 2,000 Black, or 1,500 Purple. Set Blacks and Purples 5 or 6 inches deep as the canes are liable to break off at the ground if set too shallow. The land must be kept free from weeds the first year by cultivator and hoe, after which most of the work can be done by cultivator or one horse plow. A grape hoe drawn by one horse is also a most useful implement for this work, as it will throw the earth either to or from the rows.

RED

✓ **Cuthbert**— The oldest and most popular of all Raspberries. A very strong grower and most productive of fruit of the largest size and best quality, either for home use or market. Hardy enough to succeed wherever European Plums can be grown successfully.

✓ **Eaton** — We have fruited this Indiana berry several times and consider it a variety of great value. In habit of growth is rather short and stocky, each bush in fruiting assumes the form of a little tree, bearing a great crop of very large, cap shaped, bright red, firm berries. In flavor it is slightly more acid than Cuthbert. Great for market or canning.



Herbert—Unequalled, especially for the colder parts of Canada. (See page 17)

Try some Cumberland Raspberries.

✓ **Herbert**—Originated at Ottawa, and considered the hardiest of all cultivated raspberries. It is also one of the best growers, and most productive. In many tests it has surpassed all other varieties, both in hardiness and productiveness. Fruit as large or larger than Cuthbert, bright red, and of excellent quality. This is the berry for the colder parts of the country, especially our Western Provinces, and it does equally well in the rest of the country, and has become very popular in the United States.

See illustration on page 16

✓ **Marlboro**—An excellent early variety, ripening a week before Cuthbert. Fruit large, of finest quality. A vigorous healthy grower and does well on clay soils. A money maker.

✓ **Perfection**—A new variety from the Hudson Valley, said to be the "strongest grower, the most productive, the largest berry and one of the hardiest of all red raspberries." Our two years' experience with it seems to confirm this claim. The fruit is certainly fine.

✓ **Renere**—A new Everbearing sort claimed to be superior to St. Regis, which is saying a great deal. Remarkably vigorous, hardy and productive, especially on the new canes. Has succeeded well with us.

✓ **ST. REGIS (Everbearing)**—This great Everbearing raspberry has attained a popularity never before gained by a variety in so short a time and the stock of plants has never yet been equal to the demand. In plant growth it is a wonder for health and constitutional vigor and its luxuriant, dark green foliage seems to defy fungus and insect enemies. It bears a heavy crop in the regular raspberry season, and is one of the earliest to ripen. Then about the time that the berries are done on the old plants, the new canes begin to ripen on, about the last foot of their growth and continue to produce quantities of the very finest berries until hard freezing. This is a variety of great value, and we make no hesitation in recommending it to you.

YELLOW

✓ **Golden Queen**—This is one of the finest of all yellow raspberries. Being a seedling growth of Cuthbert, it is equal to its parent in vigor of growth, productiveness, size and quality of fruit, but hardier in cane. Nothing finer for dessert and brings extra prices on the market.



St. REGIS—The most talked of Raspberry to-day.

After Reading This Send Us Your Order

Your recent shipment, No. 1873, to hand all in good shape. Kindly forward me 50 Norway Spruce, 24-30.

Yours truly,

May 21, 1917

Your Norway Spruce arrived in good shape. I sent them out to the farm and presume they are all right.

Yours truly,

May 26, 1917

M. McConnell, Cayuga, Ont.

Manitoba

Received the plants in first class condition. Thanks very much.

Yours truly,

Mrs. E. H. Fleming, Shoal Lake, Man., May 24, 1917

The St. Regis Raspberry has become very popular.



Plum Farmer will please you.

BLACKS

Cumberland—One of the largest, hardiest, and best of all Black caps. A strong vigorous grower, healthy, long-lived, and enormously productive. Fruit of largest size, often three quarters of an inch in diameter, and of best quality either for home use or market. Ripens early and covers a long season. It will pay you to try this one. See illustration on back cover.

Plum Farmer—The leading early Black Cap. Fruit jet black, large, firm and sweet. Bears a great crop which ripens in a very short time. Its season covers about two weeks. Very attractive and profitable.

Smith's Giant—This great Black Cap was introduced by the late A. M. Smith, of St. Catharines, from whom we obtained plants twenty years ago. During

this time we have grown nearly every variety, but no late Black Caps we have ever found will compare with Smith's Giant for vigor, hardiness and vitality of cane. Very productive and fruit is exceedingly firm and large. A great shipper, and undoubtedly the king of Black Caps.



Columbian—A good one to try.

PURPLES

Columbian — The best known of the purple class of Raspberries. Bush an enormous grower and very hardy. The dark, purplish-red fruit being produced in enormous quantities. Berries very large, often an inch in diameter, thick meated and firm. Unsurpassed for canning and unequalled for jams.

Do not overlook to order some Everbearing Strawberries. They are really worthy of trial.

✓ **Haymaker**—A new variety, very similar to Columbian, but brighter in color and even more vigorous and productive. Of great value.

✓ **Royal Purple**—A new sort from Indiana and one that may supercede all

others of its class. Not so rampant a grower as Columbian, more like a strong Black Cap, but extremely hardy, bearing without injury 5 to 40 degrees below zero. Fruit as large as Columbian, brighter in color and even firmer and a better shipper.

Blackberries

Blackberries are at home on a cool, moist (but not wet) loamy or sandy soil, but they will succeed on any good soil if well managed. They require good cultivation or mulching and fertilizing and are among our most profitable small fruits.

They should be planted the same distance as Black Cap Raspberries.

We have found the following varieties best suited to conditions throughout Western Ontario.



Eldorado—Of exceptional merit.

✓ **Eldorado**—This is without doubt the king of all Blackberries, as it combines to a remarkable degree the good qualities of them all. In vigor of growth, hardiness and productiveness, it is unsurpassed, while in flavor and quality of fruit it is scarcely equaled by any other. The large, long, jet black berries being very attractive in appearance, it tops the market.

✓ **Snyder**—An old standard variety noted for its vigor, hardiness and productive-

ness. Berries of good size and appearance, and while not of the highest quality is a valuable market sort.

✓ **Ward**—We fruited this New Jersey berry the past season and were greatly pleased with it. It made a magnificent stand of canes, which stood the severe winter without the killing of a bud, and the fruit was very large, jet black, sweet and of fine quality. Very promising.

Friends Talk About them yet.

Just a line to tell you that I received the Strawberry plants safe on Tuesday last and have the same planted out. I got 500 Glen Mary plants from you two years ago and last year we had the finest berries I ever saw. They were certainly good and my friends talk about them yet.

Thanking you, I am,

Yours truly,

Mrs. Jas. Walks, Science, Hill, Ont., May 11, 1917

Currants

Plant in rows 6 feet apart and 4 feet apart in the row, or if to be cultivated both ways, 5 feet apart each way. A cool, moist loam is best for currants, but they will also succeed on sandy soil. The first season allow two or three good shoots to grow and the next spring, shorten these slightly if they have made a good growth, thus permitting the new shoots that have started to come up for the second season. A half dozen thrifty shoots will make more and larger fruit than a crowded cluster. Keep well cultivated and the ground rich with frequent applications of manure or fertilizer.

A WORD TO OUR CUSTOMERS

Owing to the existence of certain plant diseases in parts of the United States, an embargo has been placed against the importation of some lines of Small Fruit plants. The result is a great shortage in the supply and consequent advance in price, affecting principally Currants and Gooseberries. So serious in fact is the shortage that already wholesale growers throughout Canada are practically sold out of these lines. We would therefore recommend our customers to place their orders as early as possible, and thereby avoid disappointment.

✓ **Black Victoria (Black)**—This has been rapidly taking first place among black currants. A strong vigorous growing bush of great productiveness. Fruit of great size, and of a very sweet, mild flavor. One of the best in cultivation. If you are wanting Black Currants, be sure and try this one.



Black Victoria—Nothing better for you to plant.

✓ **Boscoop Giant (Black)**—A new variety from Holland. Bush remarkably vigorous and productive. Fruit of the largest size, and of first class quality. We have grown this currant for several years and it is a great success.



London Market—Very popular.
(See page 21)

You Can Get the Premier this year. Sold out last Spring long before end of season.

Received Plants all right and in fine condition. They certainly are grand and am well pleased with them. Was disappointed in not being able to get the Premier as it was the extra-early berry we were after. Thanking you, I am,

Yours truly,

H. G. Richardson, Humberstone, Ont., May 30, 1917

✓ **Climax (Black)**—This is one of the kinds that has taken a high place at the Ottawa Experimental Farm. Bush a tremendous grower and a great bearer of large fruit. Try it.

✓ **Cerry (Red)**—A reliable old standby; very popular and always in demand.

✓ **Fay's (Red)** — Another popular sort. Fruit large and not so acid as Cherry, but bush not so strong a grower, though a better bearer. Too well known for further description.



Fays Prolific—One of the best.



White Imperial—The best white.

(See page 22)

✓ **La Versailles (Red)** — We imported this variety from France several years ago and have found it one of our very best kinds. Bush large, vigorous and healthy. Very productive, of fruit of the largest size and best quality.

✓ **London Market (Red)**— An English variety most perfect in plant growth and foliage, which it retains throughout the season, and an enormous cropper. This currant is being extensively planted in Michigan where it is regarded as the best market variety. Start growing this fine currant. It heads the list at Ottawa Experimental Station.

(See illustration page 20)

✓ **Magnus (Black)**—This stands towards the top of the list of Black Currants at Ottawa. A beautiful strong growing bush, producing great crops of large, fine fruit. Give it a trial.

✓ **Perfection (Red)** — We have been growing this Currant for several years and find it to be a heavy bearer of large fine fruit of good quality. The bush, however, lacks vigor of growth and for

Place your orders for Gooseberry and Currant bushes as early as possible. They are very scarce and in great demand.

this reason not equal in value to some of the other kinds. We, however, have a stock of good plants for those desiring it. Does splendid in some sections.

✓ **White Imperial (White)** — The best white currant. Bush a strong grower and very productive. These are the mildest and sweetest of all currants, and most desirable for table use.

(See illustration page 21)

✓ **Wilder (Red)**—Bush a strong upright grower of great productiveness. Clusters long, berries large, bright red, of best quality, and the sweetest of all red currants. Ripens early and remains bright and firm till very late. This currant is being extensively planted by the leading fruit growers. One of the very best.

Gooseberries

The culture of the Gooseberry is very similar to that of the Currant, except that it needs little pruning, and that, mostly to remove the stunted shoots and keep up the supply of vigorous new shoots from the base.

Read "A Word to our Customers" on page 20.



Downing—Try this one.

AMERICAN VARIETIES

✓ **Downing** — One of the leading Gooseberries. Fruit is large pale green and of excellent quality for either dessert or cooking. Bush vigorous and very productive, and never mildews.

✓ **Pearl**—Very similar to Downing, in fact so near that the same description will apply to either.

✓ **Portage**—A new variety originating in Ohio, and recommended after thorough

test, as the best of all gooseberries. Our stock is direct from the introducer. Try it.

✓ **Red Jacket (Josselyn)**—Stands out as the most successful and popular of the American varieties. A large, strong growing bush and an enormous cropper. Berries, large, oval and dark red when fully ripe. Should be picked for market when just turning red. Entirely free from mildew.

ENGLISH VARIETIES

✓ **Industry**—The best known and one of the best. Berries as large as some varieties of plums, dark red, and of the highest quality. Bush a strong, upright grower, and immensely productive.

✓ **White Smith**—The best English variety fully equal to Industry in every respect. Bush even a larger grower. Berries are sweet. All should grow these two varieties.



NATURAL SIZE

Red Jacket (Josselyn)—A great favorite.

Grapes

Plant in rows 8 to 9 feet apart and 7 to 8 feet apart in the rows. Good drainage is absolutely necessary and the soil should be well prepared and enriched. Well rotted manure or bone meal make the best fertilizers. Vines may be trained on a trellis, grape arbor or over a fence, but of course, the trellis will give the best results so far as a crop is concerned. Pruning should be done in late fall or early spring.



Concord—Do not miss this one.

Concord (Black) — The standard American grape and so well known that a description is unnecessary. The fact that after being in cultivation for more than half a century it is still without a successful rival for popular favor, speaks volumes for its all round value.

Brighton (Red) — An early red grape of superb quality, being a cross between the European and American types. The vine is a healthy, vigorous grower and very productive. The bunch is very large and shouldered and the quality is considered by most people even better than Delaware. Should be planted near some other kinds to insure fertilization as the blossoms sometimes lack pollen.

Delaware (Red)—A small red grape, considered the standard of quality for American grapes, being very sweet, juicy and fine flavored. The vine is very hardy, vigorous and productive. The fruit keeps and ships well, is very attractive in appearance and brings a higher price than other grapes. It is also one of the very best for wine.

Moore's Early (Black)—This is undoubtedly the best extra early grape, ripening some two weeks before Concord. The bunch is large and compact: the berry large, black and of excellent quality. The vine is a vigorous grower



Be sure and order some Worden.
(See page 24)

Come Again

Strawberry plants received on Monday, April 23rd in good condition and am well pleased with them. Thanking you, I remain,

Yours truly,
Wm. G. Wallace, Seaforth, Ont., April 26, 1917

The Concord Grape is an old standby.

and somewhat inclined to make too much wood. Bears best on a clay soil.

✓ **Niagara (White)**—The standard white grape, being without a rival in its class.

The vine is a very strong grower and remarkably productive. The bunches are compact, shouldered and of great size, often weighing over two pounds. Keeps and ships well and is very popular in market on account of its attractive appearance and fine quality. Ripens a little before Concord.

✓ **Worden (Black)**—A seedling of Concord to which it is superior in earliness, size of berry and flavor: equal in vigor, health and productiveness, but not quite so good a shipper. Very valuable for home use or near-by market.

See illustration page 23.



Niagara—By far the best white grape.

—
We take great care in
packing our plants.

Asparagus Roots

Asparagus is the most popular early vegetable, coming as it does before any other. Every family should have a good supply of this delicious vegetable, not only because of its dietary value, but especially on account of its health-giving properties, being considered a specific for kidney disorders. It is also one of the most easily grown of all vegetables, for being a perennial, a bed will last a lifetime. It succeeds on any deep, well drained rich, mellow soil. For garden culture, plant 1 foot apart in rows 2 feet apart. For field culture, plant 1 foot by $3\frac{1}{2}$ to 4 feet, which allows of horse cultivation. Set in furrows 6 inches deep, covering at first 2 or 3 inches and after the shoots are up 6 or 8 inches, work the soil in gradually until the ground is level. It is well to mow off the old tops and burn the bed over early in the spring and apply salt until the ground is quite white, which helps to keep down the grass and weeds. Remember that Asparagus is a seaside plant.

Keep well enriched and do not begin to cut till the second year, after which the bed may be kept cut each year until midsummer, and then the tops must be allowed to grow and mature.

Knows Where to Get Good Plants

Those Strawberry Plants arrived a week ago to-day. They were packed extra good and came through in fine shape. They all look as if they were growing now. I certainly never got better plants. Thanking you for your promptness in sending, I am,

Yours truly,

E. M. Martin, St. Jacobs, Ont., May 14, 1917



Conovers Colossal—
Great for market.

Conovers Colossal—A standard variety of large size and good quality. Extensively grown for market.

Columbian Mammoth—A very popular kind with light green or white shoots. A strong vigorous grower.

Giant Argenteuil—A splendid variety which we obtained from France a number of years ago. It makes dark green shoots of the largest size, very tender and fine flavored. Order some of these for that bed of Asparagus you are going to plant this year.

Palmetto—A very early sort, and a vigorous grower. Shoots large and of splendid quality. Highly esteemed wherever grown.



Giant Argenteuil —
The finest of all.



Linnaeus —Very
popular.

Rhubarb

This is the universal plant for early sauce and pies, being indispensable as a blood purifier in the Spring.

It delights in a warm, deep, rich soil, which conditions can easily be provided for it, where they do not exist naturally.

Plants should be set 3 feet apart in the row, or each way and well manured and cultivated to get the best results.

Linnaeus—An early variety with large tender stalks of best quality. Very popular for home use or market.

Victoria—An extra fine sort, producing extra large, thick, red stalks of splendid quality. Somewhat later than Linnaeus.

Seed Potatoes

Never before in the history of the world has the food situation been so serious as at the present time, and never before has the Potato crop occupied so important a place in the food economy of America and the world.

The past three years, 1915-1917, owing to abnormal weather conditions, the potato crop throughout the North American continent was far below normal requirements and with consequent high prices. This condition of affairs led to and was in turn aggravated by the use for seed purposes of inferior diseased potatoes, which under no circumstances can yield satisfactory returns. This evil practice is likely to be repeated the coming spring, with its sure result of unsatisfactory returns, and we wish to urge upon growers the importance of planting none but the very best seed obtainable. As far as possible be satisfied that the crop from which the seed stock came was healthy and gave a satisfactory yield considering the season. That it was not stricken with blight, black leg or rot, and that the tops remained green till killed by frost. Also treat all seed before planting by immersing at least two hours in a solution made by adding 1 pint of 40 per cent Formaldehyde to 30 gallons of water. This destroys scores of scab and other fungus.

Considering the unfavorable season our potato crop was quite satisfactory,

Be sure and include a few hundred roots of Asparagus in your order.

both in yield, and quality as evidenced by the fact that at the Ontario Winter Fair, Guelph, we took more prizes than any other exhibitor. We always treat our seed before planting, and protect the growing crop from insects and blight by thorough spraying. Consequently our stock is such as you may plant with full confidence.



Rochester Rose—One of our leaders

Bliss Triumph—A round, red potato, especially valuable for its extra earliness, being ready to dig two weeks before Cobbler.

Beauty of Hebron—This is an old, well known variety, formerly very popular on account of its great productiveness and fine cooking quality. It however, appeared to run out, and went out of cultivation. Two years ago we obtained seed from a northern locality and it is doing better with us than ever before. We have only a limited stock, so are offering them only in small lots. They will please you.

Early Eureka—Very similar to Cobbler. Claimed by many to be identical. With us it is a little more productive. These two varieties are of excellent cooking quality and well suited for summer and fall use, but too deep eyed for winter and spring use, causing considerable waste in peeling.

Green Mountain—This is the leading market potato of Canada, because of its high quality and being of the white, round or kidney type. Our stock is from selected seed.

Irish Cobbler—The universal early potato. Our crop was grown from northern seed and made a vigorous, healthy growth.

King Edward—A new variety of great promise: of uniform kidney shape, very smooth eyes flush with the surface and slightly tinged pink. Skin white, top growth, low and spreading with dense luxuriant foliage. An immense yielder and of superior cooking quality.

Perfection—After growing nearly all the long white type varieties, we have discarded them all but this one as it surpassed all others in valuable qualities. It is all that its name implies in productiveness, form of tuber and cooking quality, as well as in health and vigor of plant growth. The tubers are medium in length, flattened, and very smooth, the eyes being even with the surface.

Rochester Rose—One of the newer sorts of the Rose type. Similar in season, appearance and quality to the Early Rose of which it is a seedling, but a most luxuriant grower and twice as productive. In fact it is one of the most pro-

McConnell's Plants will Please

The Strawberry plants and Raspberry bushes arrived in beautiful condition. They are lovely plants and I couldn't wish for anything better. I think every one is alive and growing. I may want some more Black Raspberry bushes next year.

Yours truly,

H. Sutton, Guelph, Ont., May 21, 1917

The Up-to-date is the best Potato we have ever grown.

ductive potatoes in cultivation. A great potato for home use or local market.

UP-TO-DATE—This great potato, which originated in Scotland, and tops the market in the British isles, is in our estimation the king of all main crop varieties. No other kind ever gave us such a magnificent top growth and such heavy yields of tubers. We obtained our seed direct from England and have

had yields of nearly 600 bushel to the acre. Form, kidney or heart shape, with few and shallow eyes, very uniform in size and of the very highest quality for cooking as soon as mature. No other kind will hold its firmness and quality so well when kept over to the following summer. Its white, outer skin is tough and leathery, which makes it one of the very best shippers. Start growing Up-to-Date.

Fruit & Ornamental Trees

The varieties of Fruit Trees we offer below are such as can be particularly recommended and are hardy and best suited to the climatic conditions of Canada. Any variety desired and not listed herein, we can usually supply... Write us for it.

Apples

Prices of Apples

All varieties listed 2 years old, first class. 5-7 feet.

Each	12	50	100
\$0.40	\$4.00	\$16.00	\$30.00

SUMMER

- ✓ **Early Harvest**—Medium to large, pale yellow and of good quality. Very productive. August.
- ✓ **Red Astrachan**—Large and handsome. Dark crimson color and quite acid. Good grower and very hardy. August.
- ✓ **Sweet Bough**—The universal favorite among the early sweet apples. Fruit large, pale yellow and of excellent quality. An early bearer and very productive. August.
- ✓ **Yellow Transparent**—Fruit large, yellow and of excellent quality. An early bearer and very productive. August.

AUTUMN

- ✓ **Duchess of Oldenburg**—Fruit yellow, striped with red, large, tender, sub-acid. A good grower, regular and free bearer. September.

- ✓ **Fall Pippin**—A well known and popular fall apple. Fruit very large, yellow and of the best quality. Productive. October.

- ✓ **Fameuse (Snow)**—Too well known for description. Deep crimson fruit of excellent quality. November to January.

WINTER

- ✓ **Baldwin**—Perhaps the best known apple in cultivation. Large, dark red, of good quality and very profitable. December to March.

- ✓ **Delicious**—A new variety rapidly taking front rank for commercial and home orchards. Fruit large, nearly covered with brilliant dark red, flesh fine grained and of the highest quality. A splendid keeper and shipper. Very hardy and productive. November to April.

- ✓ **Golden Russet**—A very popular and reliable sort. A russet color, excellent

Everyone Should Try the Grand Prize

Received plants May 21st. Were in good condition. I will want some of the Grand Prize next year.

Yours truly,

Marie Knight, Sault Ste. Marie, Ont., May 24, 1917

Prompt Shipment

Strawberries to hand and please accept thanks for prompt shipment. Am well pleased with the stock.

Yours truly,

A. C. Hallman, Breslau, Ont., June 8, 1917

We can give you Fruit Trees that will please.

quality; tree very hardy and productive. November to April.

Jonathan—A new and very popular variety. Fruit bright red, of excellent quality, a good shipper, early bearer and very productive.

King—An old standby. Fruit large, red in color and of first class quality, bringing the highest prices on the market. November to March.

McIntosh Red—Originated near Ottawa and undoubtedly has become the leading variety for fancy trade. Fruit dark crimson, of good size and very uniform. Flesh white, very tender, juicy and of superior quality. Tree very hardy, productive and an early bearer. Has no superior as an early apple. Oc-

tober to January.

Rhode Island Greening—Too well known for description. Fruit large, green and excellent for culinary purposes. Hardy and very productive. December to April.

Tolman Sweet—Very popular. Fruit medium, pale yellow, sweet and of splendid quality. Tree hardy, good grower and very productive. November to April.

Northern Spy—Fruit large to very large, red in color and of superfine quality. Immensely popular for fancy trade and export. Sell for the highest prices. Tree very healthy, good grower and very productive.

Crab Apples

Price of Crab Apples

Each	12	50	100
\$0.50	\$5.00	\$18.00	\$35.00

Hyslop—Large, deep crimson and very popular. October to January.

Transcendent—Takes first rank, being of excellent quality, large, handsome, and a good bearer. September to October.

Pears

Price of Pears

All varieties listed 2 years old, first class. 5-7 feet.

Each	12	50	100
\$0.50	\$5.00	\$18.00	\$35.00

Bartlett—Well known and the standard everywhere. Large, yellow, of fine quality and a splendid cropper. August to September.

Clapp's Favorite—Similar to Bartlett, but larger and a little earlier. August.

Keiffer—Large, of good quality, tree very hardy and productive. Remarkable

for its keeping and shipping qualities. November to January.

Seckel—Small, yellowish brown and of the finest quality. A great canner: tree a good grower and very productive. September to November.

Sheldon—Excellent quality, productive and a good keeper. October to December.

Try us for Trees, etc.

Your Strawberry Plants and Grape Vines arrived O. K. What are the prices and varieties of your cherry trees?

Yours truly,

May 10, 1917

We received the Cherry trees all right. Well pleased with them.

Yours truly,

May 29, 1917

Mrs. Allan Langford, Thamesville, Ont.

Good Stock

I received the Strawberry Plants O. K. They are certainly good ones. Thanks.

Yours truly,

J. W. Hazelwood, Brantford, Ont., June 8, 1917

Place your orders early this season.

Peaches

Price of Peaches

All varieties listed, 1 year old, first class, 4-5 feet.

Each	12	50	100
\$0.30	\$3.00	\$11.00	\$20.00

✓ **Early Crawford**—Well known and one of the best commercial varieties. Fruit very large, yellow flesh and of excellent quality. A freestone and very productive. Early September.

✓ **Late Crawford**—Similar to Early Crawford, but later.

✓ **Crosby**—A fine peach wherever grown either for home or market. Flesh yellow

and of fine quality. Late September.

✓ **Elberta**—The great commercial variety. Fruit large, flesh yellow, freestone and of fair quality. Very productive. Late September.

✓ **Yellow St. John**—Large to very large, handsome and very popular. Flesh yellow, freestone and of the finest quality. Late August.

Plums

Price of Plums

All varieties listed 2 years old, first class. 5-7 feet.

Each	12	50	100
\$0.50	\$5.00	\$18.00	\$35.00

✓ **Abundance**—Well known, fruit red, large, but only of fair quality for canning. Very productive. August.

✓ **Burbank**—The most popular of the Japanese varieties. Very hardy and remarkably productive. Have picked six bushels of large sized plums from one tree. Early September.

✓ **Reine Claude (Green Gage)**—The most popular of the well known Gages. Fruit greenish yellow of unexcelled quality, the finest for canning and preserving. Very productive. September.

✓ **Yellow Egg**—Large, handsome and of fine quality. Very vigorous and productive. September.

Cherries

Price of Cherries

All varieties listed 2 years old, first class. 5-7 feet.

Each	12	50	100
\$0.50	\$5.00	\$18.00	\$35.00
\$0.60	6.00	22.00	40.00

SWEET

✓ **Black Tartarian**—Fruit large, black, tender, sweet and of unexcelled quality. Tree very vigorous and remarkably productive. Early July.

✓ **Bing**—Fruit very large, black and of the finest quality. A new variety of exceptional merit. July.

✓ **Napoleon**—One of the largest and best of all sweet cherries. Fruit large, sweet and pale yellow with bright red cheek. Tree a fine grower and immensely productive. July.

SOUR

✓ **Early Richmond**—Very hardy and productive. Tree a fast grower and an early bearer. Fruit medium, red, very uniform and of excellent quality. July.

✓ **Large Montmorency**—The most popular of all sour cherries. Fruit larger and about ten days later than Richmond. Fruit bright red and of unexcelled quality. Immensely productive and a good shipper. July.

Another One O. K.

Invoice and goods received O. K.

Yours truly,

J. Krupp, Amyot, Ont., June 26, 1917

Quince

Prices of Quinces

Each	12
\$0.50	\$5.00

✓ **Champion**—Well known and very popular. Fruit large and of excellent quality. Tree vigorous and productive. Early November.

Ornamental Trees

We are listing herewith some of the better known and most reliable of the different varieties of Ornamental trees, shrubs, vines, roses, bulbs, etc. While there are many other desirable and good varieties we could not spare the space to list them. If there is anything you wish and do not see listed, let us know and we will procure it for you.

Birch, Cut Leaf Weeping—Bark silvery-white. Tree a vigorous grower, graceful, drooping habit, and very attractive. Very popular for lawns and parks. 6—8 feet. **Each, \$1.25.**

Elm, American—Very popular for Avenue or park planting, especially for deep or wet soil. 6—8 feet. **Each, \$1.00.**

Maple, Silver leaved—Very hardy and easily transplanted. Tree a rapid grower and of uniform shape. One of the most valuable shade trees. 6—8 feet. **Each, 75 cents.**

Maple, Norway—Very handsome in appearance and very popular for park and lawn planting. 6—8 feet. **Each \$1.00.**

Tulip Tree—Well known and very popular. 4—6 feet. **Each, \$1.25.**

Evergreens & Hedges

Spruce, Norway—Too well known for description. Equally good for hedges or planting singly. 18—24 inches, 25c each, \$2.00 per 10. 2—3 feet, 50c each, \$4.50 per 10.

Privet, California—Rapid and vigorous grower, making a very thick hedge from the ground up. Leaves rich green and remain on till Christmas. For a moderate price the best hedge offered. 15—18 inches 12c each, \$1.00 per 10, \$6.00 per 100. 2—3 feet 20c each, \$1.50 per 10, \$12.00 per 100.

Irish Juniper—Very handsome, compact and uniform. Unexcelled for single planting. A general favorite. 2—3 feet, **each 75 cents.**

American Arbor Vitæ (Cedar)—Well known and popular. Much used for hedges, singly on lawns or in tubs for porches. 18—24 inches, 25c each, \$2.00 per 10. 2—3 feet, 40c each, \$3.50 per 10.

We Can Please You Too

Your shipment came to hand Monday being in office when I got down. The plants opened up well and am well pleased. Thanking you for your trouble, I am,

Yours truly,

W. E. Sampson, Toronto, Ont., May 17, 1917.

What More Could a person want?

The plants I got from you last year did well. Only two died out of the 200 which you sent me. The plants arrived in good shape, packed in moss and nice and damp. I want you to ship this order the same way for I am ordering them for a neighbor.

Yours respectfully,

W. H. Cheeseman, Port Elgin, Ont. May 9, 1917

Ornamental Shrubs

Althea—A large shrub and can be trained in tree form. Blooms freely in September, very pretty, of vigorous growth and succeeds everywhere. Four colors—pink, purple, red and white. State your choice. **50 cents each.**

Hydrangea (Paniculata Grandiflora)—One of the most popular hardy shrubs, very large heads of bloom which are cream color in the bud, white when open, changing to pink and bronze with age and brown when frosted. Exceedingly popular for lawns. **35 cents each.**

Lilac—An old and very popular shrub. Beautiful and fragrant. Three colors: white, purple and red. State your choice. **Common purple 30 cents each. Named varieties 60 cents each.**

Snowball, Common—A well known favorite. Produces many snowy-white flowers in large balls during May and June. **40 cents each.**

Snowball, Japan—An improved type and superior to the common variety. **50 cents each.**

Spirea, Van Houttei—Beautiful shrub for lawns, giving a complete mass of drooping white bloom through June. **30 cents each.**

Ornamental Vines

Ornamental Vines, Roses, Bulbs, etc., can be forwarded by Parcel Post, and those desiring them to come that way can use the same scale as Currant Plants, under heading "Estimated weight of Plants packed for shipment" page 36.

Clematis, Henryii—Single, white, very large and a rapid grower. Very popular. **50 cents each.**

Clematis, Jackmanii—Similar to Henryii, except bloom is deep purple. **50 cents each.**

Clematis, Paniculata—Single, white, very rapid grower, making a very heavy growth and a profusion of small flowers, borne in large panicles or bunches. Very popular, especially as coverings for verandahs, etc. **40 cents each.**

Ivy, Boston—One of the most popular climbing vines for covering walls, etc. Cling firm to smooth wall. **40 cents each.**

Ivy, American—Very popular and preferred by some to the Boston Ivy. **40 cents each.**

Wistaria, Chinese Purple—Beautiful climbing vine, bearing large clusters of pale blue flowers during the summer. Rapid grower and hardy. We also have the white. **50 cents each.**

Strawberries were dandies, also the potatoes.

Received Strawberry Plants per parcel post on Saturday, June 1st, in first class condition, and am well pleased with them.

Thanking you for promptness in filling order, I am

Yours respectfully,

H. J. Asseltine, Roblin, Ont., June 4, 1917

Well Satisfied

A few lines to let you know that I received the order Number 1491, in good condition. The strawberry plants were dandies. They are all growing fine, and the potatoes, wish I had ordered more of them. Thanking you, I remain,

Yours truly,

Archie Forbes, Dublin, Ont., May 21, 1917

Raspberries did AI

The Columbian and Golden Queen Berries I got from you this Spring have done AI. Had quite a few berries off the Golden Queen and they have grown splendid for next year.

Yours,

P. Denise, Midland, Ont., Oct. 1, 1917

The Premier Strawberry is certainly a winner.

Roses

ALL VARIETIES LISTED— 50 CENTS EACH

If you are not familiar with the different varieties, describe what you desire and we will try and forward the type you want.

American Beauty—Very large and double. Deep pink, shaded with carmine. Very fragrant.

Alfred Colomb—Very large and full. Brilliant carmine. Very fragrant and popular.

Baby Rambler—A dwarf (bush) form of Crimson Rambler, and will bloom continuously through the summer. Very popular.

Coquette des Alps—White, slightly shaded with carmine. A general favorite.

La France—Rich satiny peach color, to deep rose; large and full. Constant bloomer and very sweet.

Magna Charta—Pink and Carmine. Fragrant, very large and full.

General Jacqueminot—Brilliant crimson, large and fine. Beautiful in bud and a universal favorite.

Persian Yellow—Deep, bright yellow, small but handsome. Double, early bloomer and very popular.

Red Moss—A general favorite on account of the beautiful buds. Invaluable for bouquets.

CLIMBING ROSES

Baltimore Belle—White and blooms in clusters. Very attractive.

Crimson Rambler—Most popular of climbing roses. Vigorous and rapid grower, very hardy and very prolific. Blooms are in clusters, of a beautiful crimson color and last a long time.

White Rambler—Similar to above but white.

Yellow Rambler—Pale yellow, flowers nearly double.

Bulbous Plants

CANNAS

All varieties 20 cents each, \$1.75 per 12

Hungaria—Pink, very popular.

Wyoming—New, large flowers, bright orange.

Brandywine—Cherry red.

King Humbert—One of the finest. Orange Scarlet.

Buttercup—Yellow and very popular.

Express—Profuse bloomer. Vermillion.

DAHLIAS

All varieties 25 cents each, \$2.00 per 12

GLADIOLUS

10 cents each, 90 cents per 12

Named varieties, any color.

Standard mixture.

HYACINTHS

15 cents each, \$1.25 per 12

Brunhilde—Violet purple. Very fine.

Flora—Heavy white flower.

Kriemhilde—Ivory white and pink.

Standard Bearer—Brilliant scarlet.

Queen Victoria—Clear deep yellow.

Mrs. Roosevelt—Delicate pink.

Daybreak—Soft shell yellow.

PEONIES

All varieties 50 cents each, \$4.00 per 12

We can furnish any of the following colors.

Double—White, pink, crimson.

Single—Pink, red.

DUTCH BULBS FOR FALL PLANTING

Single, named varieties, any color.

Double, named varieties, any color.

TULIPS

8 cents each, 60 cents per 12

Single, named varieties, any color.

Double, named varieties, any color.

You make no mistake in planting Black Victoria Currants.

Price List

No order accepted for less than \$1.00.

The prices below are by Express or Parcel Post, **not prepaid**. When Plants are to be sent by Parcel Post, refer to "Parcel Post Rates" on page 36.

We will allow a **discount of 5 per cent.** off the following prices for all orders of \$25.00 and over and **10 per cent.** on all orders of \$50.00 and over in case payment reaches us before shipment.

In making up your order for plants do not vary from the scale of prices as given in this catalogue. No customer is allowed to combine two or more varieties in order to secure the rate of the combined number. For example, should you order 500 Parson's Beauty the price would be \$3.25, but if you order 250 plants of the Parson's Beauty, and 250 plants of Senator Dunlap, the price of the 500 plants would be \$3.50, as you will note the price of Parson's Beauty is \$1.75 for 250 plants, and the price of Senator Dunlap is also \$1.75 for 250 plants.

Always follow the price list exactly as given. We will allow 1000 rates on orders of 600 or more plants of one variety. Because you order 600 plants or more of a given variety and thus secure 1000 rates on that variety, does not entitle you to take the 1000 rates on a smaller number of any other varieties ordered.

IMPERFECT varieties (I) must have PERFECT varieties (P) planted near them.

STRAWBERRIES

	12	25	50	100	250	500	1000
Amanda—P	\$ 0 50	\$ 0 75	\$ 1 25	\$ 2 25	\$ 1 75	\$ 3 25	\$ 6 00
Arnout—P	25	40	60	1 00			
Abundance—P	35	50	90	1 50			
Big Joe—P	35	50	75	1 25			
Black Beauty—I	50	75	1 25	2 25			
Brandywine—P	25	40	60	1 00	1 75	3 25	
Cardinal—I	25	40	60	1 00	1 75	3 25	6 00
Charles I—P	50	75	1 25	2 00	4 00		
Chesapeake—P	35	50	75	1 25			
Dr. Burrill—P	40	60	1 00	1 75			
Early Giant—P	35	50	90	1 50			
Early Ozark—P	35	50	75	1 25	2 25	4 00	
Early Jersey Giant—P	50	75	1 25	2 00			
Early Woodrow—P	50	75	1 25	2 00	4 00		
First Quality—P	35	50	75	1 25			
Francis E. Willard—P	40	60	1 00	1 75	3 50		
GRAND PRIZE—P	90	1 50	2 25	4 00			
Gold Mine—P	50	75	1 25	2 00	4 00		
Golden Gate—P	25	40	60	1 00	1 75	3 25	6 00
Glen Mary—P	25	40	60	1 00	1 75	3 25	6 00
Grand Marie—P	35	50	90	1 50			
Haverand—I	25	40	60	1 00	1 75	3 25	6 00
Helen Davis—P	35	50	75	1 25	2 25		
Heritage—P	50	75	1 25				
Hundred Dollar—P	25	40	60	1 00	1 75	3 25	6 00
Hub—P	35	50	90	1 50			
Hustler—P	35	50	90	1 50			
Jocunda—P	35	50	90	1 50			
King Edward—P	35	50	75	1 25	2 25	4 00	
La Bon—P	35	50	90	1 50			
Late Jersey Giant—P	35	50	90	1 50			
Lady Cornelle—P	35	50	90	1 50	3 00		
McAlpine—I	35	50	90	1 50	3 00	5 00	
Magic Gem—P	35	50	90	1 50			
New Discovery—P	50	75	1 25				
Ohio Boy—P	35	50	75	1 25	2 25	4 00	
Orem—P	35	50	75	1 25			
Paul Jones—I	35	50	90	1 50			

Parson's Beauty—P	25	40	60	1 00	1 75	3 25	6 00
Pocomoke—P	25	40	60	1 00	1 75	3 25	6 00
President—I	25	40	60	1 00	1 75	3 25	6 00
Pearl—P	35	50	90	1 50			
Premier—P	40	60	1 00	1 75			
Prize (Kellogg's)—P	35	50	75	1 25	2 25	4 00	
Rewastico—P	35	50	75	1 25	2 25	4 00	
Royal Sovereign—P	60	1 00	1 75				
Sample—I	25	40	60	1 00	1 75	3 25	6 00
Saratoga—P	25	40	60	1 00	1 75	3 25	6 00
Senator Duniap—P	25	40	60	1 00	1 75	3 25	6 00
Steven's Late—P	25	40	60	1 00	1 75	3 25	6 00
Three W's—P	25	40	60	1 00	1 75	3 25	6 00
Todd's Late—P	35	50	90	1 50			
Warren—P	35	50	90	1 50			
Wm. Belt—P	25	40	60	1 00	1 75	3 25	
Williams Improved—P	25	40	60	1 00	1 75	3 25	6 00
York—P	50	75	1 25	2 00	4 00		

If plants are wanted by mail, read "Plants by Parcel Post," page 36

EVER-BEARING STRAWBERRIES

	12	25	50	100	250	500
Americus—P	\$ 0 60	\$ 1 00	\$ 1 75	\$ 3 00	\$	\$
Francis—P	1 25					
Forward—P	1 00					
Onward—P	1 00					
Peerless—P	1 25					
Progressive—P	60	1 00	1 75	3 00	6 00	11 00
Superb—P	60	1 00	1 75	3 00	6 00	11 00

If plants are wanted by mail, read "Plants by Parcel Post," page 36

RASPBERRIES

	12	25	50	100	250	500	1000
Cumberland (black)	\$ 0 60	\$ 0 90	\$ 1 50	\$ 2 50	\$ 5 25	\$10 00	\$20 00
Columbian (purple)	60	1 00	1 75	3 00	6 00	11 00	22 00
Cuthbert (red)	50	75	1 25	2 00	4 00	7 50	14 00
Eaton (red)	60	1 00	1 75	3 25			
Golden Queen (yellow)	60	1 00	1 75	3 00			
Haymaker (purple)	60	1 00	1 75	3 00	6 00		
Herbert (red)	60	1 00	1 75	3 00	7 00	13 00	25 00
Marlboro (red)	60	90	1 50	2 50	5 25	10 00	18 00
Plum Farmer (black)	60	90	1 50	2 50	5 25	10 00	20 00
Perfection (red)	1 00	1 75	3 00	5 00			
Royal Purple (purple)	75	1 25	2 00	4 00			
Renere (red) Everbearing	1 25						
Smith's Giant (black)	60	90	1 50	2 50	5 25	10 00	20 00
ST. REGIS (red) Everbearing....	75	1 25	2 25	4 00	8 00	15 00	

If plants are wanted by mail, read "Plants by Parcel Post," page 36

BLACKBERRIES

	12	25	50	100	250	500	1000
Eldorado	\$ 0 75	\$ 1 25	\$ 2 00	\$ 3 50	\$ 6 50	\$12 00	\$
Snyder	60	1 00	1 75	3 00	5 50	10 00	20 00
Ward	90	1 50	2 50	4 50	9 00		

If plants are wanted by mail, read "Plants by Parcel Post," page 36

CURRENTS

	Each	12	25	50	100
Black Victoria (black)	\$ 0 20	\$ 1 75	\$ 3 00	\$ 5 50	\$10 00
Boscoop Giant (Black)	25	2 00	3 25	6 00	11 00
Climax (black)	30	2 50	4 00		
Cherry (red)	15	1 50	2 50	4 50	8 00
Fay's Prolific (red)	15	1 50	2 50	4 50	8 00
La Versailles (red)	20	1 75	3 00	5 50	10 00

London Market (red)	25	2 00	3 25	6 00	11 00
Magnus (black)	30	2 50	4 00		
Perfection (red)	30	2 25			
White Imperial (white)	25	2 00	3 25	6 00	11 00
Wilder (red)	25	2 50			

If plants are wanted by mail, read "Plants by Parcel Post," page 36

GOOSEBERRIES

	Each	12	25	50	100
Downing	\$ 0 25	\$ 2 50	\$ 4 00	\$ 7 50	\$14 00
Pearl	25	2 50	4 00	7 50	14 00
Red Jacket (Josselyn)	30	3 00	5 00	9 00	16 00
Industry	40	4 00			
Portage	50				
White Smith	40	4 00			

If plants are wanted by mail, read "Plants by Parcel Post," page 36

GRAPES

	Each	12	25	50	100
Concord (black)	\$ 0 15	\$ 1 50	\$ 2 75	\$ 5 00	\$ 8 00
Brighton (red)	20	2 00	3 75	7 00	12 00
Delaware (red)	20	2 00	3 75	7 00	12 00
Moore's Early (black)	15	1 50	3 00	5 75	10 00
Niagara (white)	15	1 50	3 00	5 75	10 00
Worden (black)	15	1 50	3 00	5 75	10 00

If plants are wanted by mail, read "Plants by Parcel Post," page 36

ASPARAGUS ROOTS

	12	25	50	100	250	500	1000
Columbian Mammoth	\$ 0 35	\$ 0 50	\$ 0 75	\$ 1 25	\$ 2 25	\$ 4 25	\$ 8 00
Giant Argenteuil	40	60	1 00	1 75	3 00	5 50	10 00
Conovers Colossal	35	50	75	1 25	2 25	4 25	8 00
Palmetto	35	50	75	1 25	2 25	4 25	8 00

If Roots are wanted by mail, read "Plants by Parcel Post," page 36

RHUBARB ROOTS

	12	25	50	100
Linneaus	\$ 1 50	\$ 2 75	\$ 5 25	\$10 00
Victoria	1 50	2 75	5 25	10 00

If Roots are wanted by mail, read "Plants by Parcel Post," page 36

SEED POTATOES

One, Five and Ten pound lots can go by mail. All sacks free.

	1 lb.	5 lb.	10 lb.	1 pk.	1 bus.	5 bus.
Bliss Triumph	\$ 0 15	\$ 0 50	\$ 0 80	\$	\$	\$
Beauty of Hebron	15	50	80			
Irish Cobbler	15	40	75	90	3 25	15 00
Eureka	15	40	75	90	3 25	15 00
Green Moutain	15	40	70	90	3 00	
King Edward	20	60	1 00			
Perfection	15	50	80	1 00		
Rochester Rose	15	50	80	1 00		
Up-to-Date	15	50	80	1 00		

If Potatoes are wanted by mail, read "Plants by Parcel Post," page 36

PLANTS BY PARCEL POST

Mail parcels of plants, of all kinds have to be forwarded by Parcel Post. It is impossible to give the exact weight of any order till it is packed, as plants vary so much in weight. For instance, some varieties of Strawberry plants are

Prince Edward Island

Received the Strawberry Plants in good order. I remain,

Yours truly,

Wm. J. Howatt, Bradford, P. E. I., May 28, 1917

very much larger than some other sorts, the same is true of Raspberry and other plants.

We are, therefore, giving below the approximate weight of the different species of plants, etc., and also the Parcel Post rates for the different provinces. By referring to these rates you can easily calculate the amount of postage to send.

Be sure to send enough postage, and if you send more than is required all that is left, after stamping your package, will be returned to you. We will not keep one cent more than actual cost.

All postage on Plants, etc., must be prepaid.

PARCEL POST RATES

Parcel Post Rates on Parcels Mailed in Province of Ontario. Rate Card C.

Addressed to	lbs.—	1	2	3	4	5	6	7	8	9	10	11
Any post office within 20 miles including place of mailing		.05	.06	.07	.08	.10	.12	.14	.16	\$.18	\$.20	\$.22
Any post office beyond 20 miles but within the Province of Ontario		.10	.14	.18	.22	.26	.30	.34	.38	.42	.46	.50
Any post office in Quebec or Manitoba		.10	.16	.22	.28	.34	.40	.46	.52	.58	.64	.70
Any post office in Saskatchewan or Maritime Provinces		.12	.20	.28	.36	.44	.52	.60	.68	.76	.80	.92
Any post office in Alberta		.12	.24	.34	.44	.54	.64	.74	.84	.94	1.04	1.14
Any post office in British Columbia		.12	.24	.36	.48	.60	.72	.84	.96	1.08	1.20	1.32

ESTIMATED WEIGHT OF PLANTS, PACKED FOR SHIPMENT

100 Strawberry Plants	4 lbs.	12 Gooseberry Plants	4 lbs.
12 Blackberry Plants	2 lbs.	12 Grape Vines	3 lbs.
12 Raspberry Plants	2 lbs.	12 Rhubarb Roots	4 lbs.
12 Currant Plants	3 lbs.	100 Asparagus Roots	6 lbs.

Fruit Trees All Right

The trees came to hand all right. Thanking you, I am,
Yours truly,

C. E. File, Napanee, Ont., Nov. 5, 1917

Received O. K.

Received plants O. K. They were in first class shape. Thanking you, I remain,
Yours truly,

Clark M. Fritz, Tupperville, Ont., May 22, 1917

Opened up Fine

Everything received O. K. All opened up fine. Thanking you, we are,
Yours respectfully,

Port Elgin Fruit Growers, Port Elgin, Ont., May 10, 1917

See if We Cannot Please You the Same

Plants are all starting good. I am well pleased with your stock.
Yours truly,

Geo. Laithwaite, Goderich, Ont., May 26, 1917

They Inspire Confidence

Strawberry Plants and Raspberry bushes arrived in excellent order and all are doing well. Many thanks for the favors.

Yours sincerely,

Mrs. Alex McGregor, Uxbridge, Ont., May, 1917

A Satisfied Customer

Received the Strawberry plants in first class condition, and am well pleased with them. Many thanks.

Yours truly,

J. C. McMullen, Cummings Bridge, Ont., May 2, 1917

Old Customers

Received my order, as in the past, very satisfactory. Thanking you, we remain,
Yours truly,

A. & A. Groulx Bros., Port Arthur, Ont., May 29, 1917

Collections

The following collections are made up with the idea of saving the purchaser a little money and also to help those not sure of just what they want to plant. If you want a few fine quality berries for a small family buy Collection A. For a larger family Collection B. Collection C. for those who wish to preserve some besides having plenty of fresh fruit, or to sell some to pay for your plants and labor. Collection D is an excellent collection for a general assortment of small fruits. If you want a few apple trees of good varieties buy Collection E. If you want a general collection of Fruit Trees to supply fruit for your family, buy Collection F.

COLLECTION A.

Home garden collection. Not postpaid. 100 plants.

25 Early Giant, 25 Senator Dunlap, 25 Glen Mary, 25 Stevens Late. Price \$1.00.

COLLECTION B.

Home garden collection for large family. Early to late. 250 plants.

50 Early Ozark, 50 Senator Dunlap, 50 Parsons Beauty, 50 Williams Improved, 50 Stevens late. Price \$2.00.

COLLECTION C.

Fresh berries for large family: also some to preserve to sell and pay for plants and labor. 500 plants.

100 Senator Dunlap, 100 Parsons Beauty, 100 Glen Mary, 100 Williams Improved, 100 Stevens Late. Price \$4.00.

COLLECTION D.

General assortment of small fruits.

100 Senator Dunlap Strawberries, 12 Cumberland Raspberries, 12 Cuthbert Raspberries, 4 Black Victoria Currants, 4 Fays Currants, 4 Downing Gooseberry, 2 Concord Grape, 100 Asparagus Roots. Price \$5.00.

COLLECTION E.

Apple tree collection. 5 trees.

1 Early Harvest, 1 Fameuse (Snow), 1 Delicious, 1 Spy, 1 Tolman Sweet. Price \$1.60.

COLLECTION F.

General fruit Tree collection.

3 Apple Trees, any 3 varieties you wish.

3 Pears trees " " "

3 Plum trees " " "

3 Cherry trees " " "

3 Peach trees " " "

15 Trees for \$6.00.

BOOKS ON FRUIT GROWING, Etc.

We are listing below a number of books on the different lines of Fruit growing. While we could procure books a little cheaper in price, we have selected these as being the most thorough and instructive for our customers. They are all sent postpaid, and if you desire more light on growing fruit, etc., then send for one of these books. All books are cloth bound and durable.

The Principles of Fruit Growing— (Bailey)	\$1.75
Strawberry Growing— (Fletcher)	1.75
Productive Orchard— (F. C. Sears)	1.75
The Orchard and Fruit Garden— (E. P. Powell)	1 00
How to Make a Fruit Garden— (S. W. Fletcher)	2.00

BERRY BOXES, CRATES, FRUIT BASKETS, Etc.

We are in a position to supply our customers with the different lines of Berry Boxes; 24 or 27 quart Berry Crates; 11 quart and 6 quart Fruit Baskets, etc. We ask no advance on prices for these but handle them for the convenience of our customers. Write us for prices if interested.

Potatoes

The potatoes came to hand in good shape and am well pleased with same. I am now sending you my order for 250 Hundred Dollar Strawberry Plants. Thanking you, I am,

Yours truly,

O. A. Smith, Otterville, Ont., April 13, 1917

Another in Good Order

We received your shipment of strawberries in good order. Thanking you, we are,

Yours truly,

Presant Bros., Blenheim, Ont., May 2, 1917

Hill and Drill Seeders, Wheel Hoes, and Strawberry Runner Cutter

Owing to the fact that we receive a great many inquiries, asking where they can procure Seeders and Hand Cultivators, Strawberry Runner Cutters, etc., we have decided to list the following, assuring you that they are the best obtainable for the money.

"PLANET JR." No. 11—Double Wheel Hoe, Cultivator, Rake and Plow—A very efficient tool for gardeners and Strawberry growers. Changes and adjustment of the tool are made with the greatest quickness. Has 14-in. wheels, which can be set 4 different distances apart. Very Strong and serviceable. Price **\$16.50**

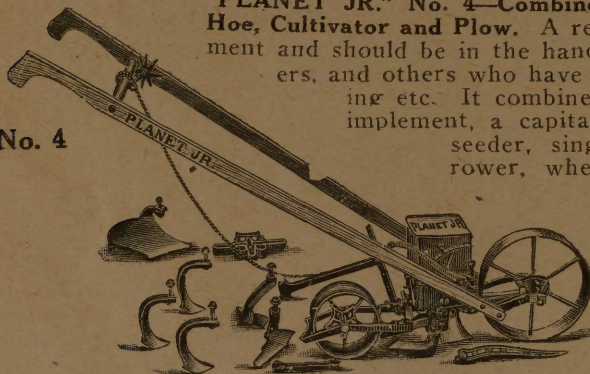
Equipment

- 1 pr. 6-in. hoes
- 1 pr. 4½-in. hoes
- 2 pr. cultivator teeth
- 2 three-tooth rakes
- 2 five-tooth rakes
- 2 leaf lifters
- 1 pr. plows



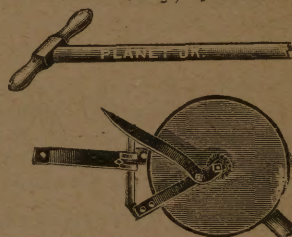
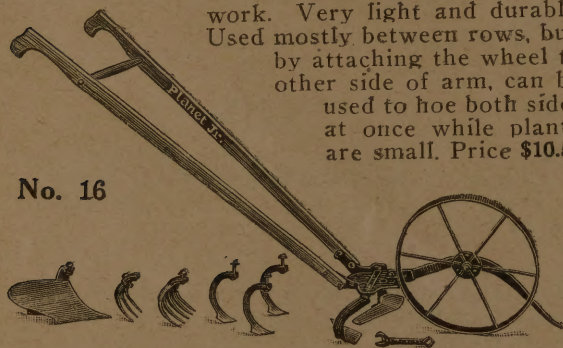
"PLANET JR." No. 4—Combined Seeder, Single Wheel Hoe, Cultivator and Plow. A remarkably efficient implement and should be in the hands of all Market Gardeners, and others who have much hand hoeing, seeding etc. It combines in a single, convenient implement, a capital hill dropping and drill seeder, single wheel hoe and furrower, wheel cultivator and wheel garden plow. Will sow all garden seed with great uniformity. Equipment as shown in cut. Price complete **\$20.00**. As a drill only, **\$17.00**.

No. 4



"PLANET Jr." No. 16—Single Wheel Hoe, Cultivator, Rake and Plow—An excellent tool and can be used for a great variety of work. Very light and durable. Used mostly between rows, but, by attaching the wheel to other side of arm, can be used to hoe both sides at once while plants are small. Price **\$10.50**

No. 16



"PLANET JR" Strawberry Runner Cutter and Grass Edger—An article which every strawberry grower should have. Has a leaf guard, which lifts the leaves and keeps them from being cut off. Price complete **\$9.50**

Our No.

Please use This Order Sheet

Booked _____

H. L. McConnell & Son

Wholesale Fruit, Plant and Seed Potato Growers

PORT BURWELL

ONTARIO, CANADA

Please Forward to:

Name _____ R. R. No. _____

Post Office P. O. Box

Ship by _____ On or about _____ 1918
(Parcel Post or Express)

Total amount enclosed Date of Order

 Write name and address plainly and fill all blanks correctly. Always state how goods shall be sent. Attach price to each article and add up accurately.

[illegible]

KEEP THE BOY ON THE FARM

We believe every farmer or fruit grower wishes to keep his boy on the farm. The first step is to get him interested. Make the work as agreeable for him as possible and make it show good returns to him. A small patch of strawberries or other small fruit plants in the garden or a larger patch in the field may be the means of doing this. He will like the work and take pride in it. Help him get started with a patch of his own and he will not want to leave the farm.

HAVE YOU TRIED THE ST. REGIS RASPBERRIES ?

If not, place your order now. They are both very profitable and interesting. Bears heavy crops in Summer and continues on the new canes till hard freezing. Read about them on page 17.

WHY GROW STRAWBERRIES ?

Every one who owns land, whether it be a large farm or a small city lot, should grow strawberries. The strawberry can be grown successfully anywhere. The following are a few reasons why you should grow them.

- 1 It is the first fruit to ripen and is very healthful and nourishing. By growing the Fall, or Ever-Bearing kinds, the season can be extended through the summer and fall.
- 2 Is pleasant, easy and profitable for the poor man with little land, the old men with little physical strength, and for women, boys and girls.
- 3 Will furnish you with plenty of berries for preserving, which are certainly fine in the winter.
- 4 If you have more than you want for your family, the balance can be sold to the neighbors, or in the nearest town, and therefore you can earn a little pin money. They also help out on the grocery bill.
- 5 For the returns you receive it takes very little money to start a patch. Get busy; make your plans for a strawberry patch. If undecided what to plant we will be glad to advise you.
- 6 For the man who works in an office all day, it is a healthful recreation for him and also provides the family with plenty of delicious berries.
- 7 The best way to utilize ground in a young orchard is to grow berries between the rows. Berries pay for the ground while the trees are growing.
- 8 Greatly increase the value of your farm.
- 9 There is money in growing them and returns are quick.

AGENTS—We do not employ agents. There is no one authorized to act in that capacity for us. We deal direct with our customers through this catalogue.

DO YOU KNOW WHAT TO PLANT ?

Many of our customers leave the selection of plants to us and we believe that they have always been satisfied. Unless they are acquainted with some of the varieties, it is difficult to select those which are best suited to their requirements. When sending in your order, if you wish us to choose the varieties for you, just mention in what season you wish berries to ripen, how many plants of each season, whether for home use, local market or distant shipment, and we will do our best to please you.

McCONNELL'S "GRAND PRIZE"

The finest June bearing variety we have ever grown and which we believe is destined to have a brilliant future. You will certainly never regret it if you order a stock of these. For health and vigor of plant, productiveness, fruiting habit, size and appearance of berries, you certainly never saw anything better. Makes an abundance of plants and the berries are of the finest quality. For a new berry showing such remarkable qualities, the price is certainly low. Read all about them on page 8.

FRESH STRAWBERRIES FOR SIX MONTHS

You may have fresh strawberries all through the Summer and Fall, and people who visit our grounds are firmly convinced that the Fall-Bearing Strawberry is no myth. When first introduced, most people were very skeptical about them. They classed it with other horticultural sensations that have had dazzling careers in advertisements, but a disappointing one with growers. The unanimous opinion now is that this class of strawberries has come to stay, and they are to-day immensely popular. They are also very profitable from a commercial standpoint.

You can have strawberries the same fall as the plants are set and then the next year have an abundant crop throughout the summer and fall. Can there be anything nicer than Strawberries, the finest fruit grown, fresh for your table every day for so long a time and at so low a cost? When you stop to consider the profit and pleasure you will derive, the first cost is a very small item. What better can you have for the children, than strawberries and cream all through the season? Order some of the Progressive or Superb and you will not regret it.

Keep this Catalogue and use it until you receive another copy, or give this one to your friend and ask for another one.

What More Could Anyone Ask

My order for plants came duly to hand and in good condition. Thanking you for honest goods and prompt delivery, I remain,

Sincerely yours,

Jacob Herrington, Woodstock, Ont., May 9, 1917

McCONNELL'S

PLANT CATALOGUE



“CUMBERLAND”
Immensely Popular